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1994

**Food and Consumer Service**

**National School Lunch Program  
School Breakfast Program**

**United States Department of Agriculture**





# Best Practices



1994

**Food and Consumer Service**

National School Lunch Program  
School Breakfast Program

United States Department of Agriculture







United States  
Department of  
Agriculture

Food and  
Consumer  
Service

3101 Park Center Drive  
Alexandria, VA 22302

Dear School Food Service Professional:

The Food and Consumer Service of the Department of Agriculture is proud to recognize the 1994 Best Practices Award winners for their outstanding accomplishments in the National School Lunch and School Breakfast Programs.

This book marks the third year of the Best Practices Awards. The categories emphasize implementation of the Dietary Guidelines for Americans and service to the local community. The 46 award winners are an exceptional group of individuals. Their stories include overcoming the challenges of operating programs using minimal equipment and space and limited resources, and show tremendous creativity, community support, and a great deal of caring.

The efforts of this year's award winners are a strong testament to the power that each of you have in your grasp. Read this booklet; use the ideas to enhance your programs; brainstorm to create your own innovative practices; and share your great ideas with others. Making a difference in the nutrition and well-being of our children will ultimately ensure a better future for America.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary Ann Keffe".

Mary Ann Keffe  
Deputy Administrator for  
Special Nutrition Programs







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**National  
Winner!**





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**National  
Winner!**

## **Accommodating Students with Special Needs**

*The nominees in this category are recognized for their innovative practices specifically designed to improve lunchroom facilities and accommodations, and developing marketing to encourage participation by students with disabilities and/or special dietary needs.*

# Accommodating Students with Special Needs

## *Developmental Center Department of Nutrition Services*

*For its teamwork approach to providing special meal service for homebound and public school-integrated developmentally-disabled children.*

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### Mountain Plains Region

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The Developmental Center has been serving the needs of the developmentally disabled since 1904. They currently have 155 residents, including 16 school-age children who participate in the National School Lunch Program. Five of the children receive homebound education because their medical needs preclude travel to a public school, making alternate feeding methods necessary. The other children are integrated into the public school system. A decision to send special foods to the school or use the school's regular menu for the 16 children is coordinated by the Center's dietitian and school staff.

A team consisting of the dietitian, an occupational therapist, speech pathologist, nurse, physician, program coordinator, and direct training staff, meet to identify individual children's needs and strengths. The team determines the safest method of nutrient intake, establishes individual plans, develops assessment tools for evaluating children with swallowing dysfunction, and provides ongoing education to all staff. The same concept works well in formation of a team to identify and evaluate individual gastrointestinal dysfunctions.

Teamwork saves clinic travel time, money, and medical therapy.

Adding food service staff to the teams allows menus to include foods that meet the Dietary Guidelines for Americans. Menus are then entered into a nutrient analysis software program. Community providers, parents, educators, and disabled children have all learned from a series of seminars provided by the Center called *Individuals First Seminars*.

Therapeutic diets (such as diabetic, low-sodium, etc.) may be modified as needed, and individual preferences are considered.

**Program size: ADP - 16**

**Contact: Lori Fingarson, Director  
of Nutrition Services  
Developmental Center Department  
of Nutrition Services  
West 6th Street  
Grafton, ND 58237  
Telephone (701) 352-4324**

## Accommodating Students with Special Needs

### *Gorman School*

*For excellence in accommodating the physical  
needs of handicapped students.*

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#### Midwest Region

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Since 1951, Gorman School has been dedicated to accommodating the special needs of disabled students. While most Dayton schools provide services for students with special needs, Gorman is a public school for pre-school through sixth grade students which focuses specifically on medically and developmentally disabled children.

Some of the medical conditions of Gorman students include cerebral palsy, head injuries, epilepsy, Down's Syndrome, Spina Bifida, asthma, and heart defects. Each day the trained staff of 43 prepares for and feeds approximately 50 students breakfast and lunch.

Gorman uses several methods to ensure that their students receive nutritious meals. Special utensils used to set up each tray include small forks and spoons with built-up handles, sipper cups, cups with lids, two-handled cups, plastic glasses with spouts, several different shaped spoons, handles, plates, and bowls. All students are hand fed with the exception of three, who are on tube feeding.

With careful planning, the school food authority's menu is modified to meet the needs of students who cannot consume the meal in its regular form. Foods are served bland, soft (ground), and pureed. Eighty-two percent of Gorman's students are eligible for free or reduced price meals, with the average cost per meal being \$3.17. The cost of feeding these students over the federal reimbursement rate is absorbed by the food service department's budget.

The cafeteria is a spacious, cheerful area with a pleasant view and natural light. All tables and chairs are made to accommodate the students.

**Program Size: Enrollment - 100**

**Contact: Betty Bender, Manager of  
Food Service  
Gorman School  
125 Heid Avenue  
Dayton, OH 45404  
Telephone (513) 236-3180**

## Accommodating Students with Special Needs

### *Green Tree School*

*For outstanding commitment to providing nutrition education to students, and teaching them the role that nutrition plays throughout their lives.*

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#### Mid-Atlantic Region

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Green Tree is a private school providing an educational program for emotionally disturbed students referred by public schools. Their food service program has been in existence since 1985.

Green Tree implemented the Food Service Skills Unit; a group of students involved in service learning situations. Fourteen students alternate weeks of academic subjects and food service class. The class works as a team to accomplish a common goal, while each student is individually responsible for completing tasks as dictated by his or her Individual Educational Program.

The cafeteria operation is managed by the students as a learning tool. Tasks ranging from nutritious and appealing menu planning, to ordering inventory, food preparation, serving, and kitchen maintenance are the responsibility of the Skills Unit. Completion of these tasks are directly related to the development of positive social skills and academic enhancement. The service learning operation is directly integrated into every subject in the school and focuses on good nutrition and healthy life styles.

program in a hospital, restaurant, or nursing home; and ultimately, to gainful employment and a productive life after graduation.

Skills Unit students also serve as mentors to the home economics students. They are role models for younger school students and potential Skills Unit students by relating positive attitudes towards cooking and good nutrition while integrating service, teamwork, and task completion skills. All students reflect daily with their peers and teachers on issues such as meal evaluation, recipe possibilities, product quality, serving techniques, general feelings about the day, and plans for the future. The Skills Unit focuses on building accomplishment and self-esteem.

**Program size: Enrollment - 78**

**Contact: Mary Belmondo, Home Economics Staff  
Green Tree School  
6401 Wayne Avenue  
Philadelphia, PA 19119  
Telephone (215) 843-2324**

Students at Green Tree progress from food services class to a related volunteer job in the community; to an internship



National  
Winner!

## Accommodating Students with Special Needs

### *Jonesboro Elementary School*

*For concentrated effort in helping children with special needs develop healthy eating habits and providing them a comfortable atmosphere in the cafeteria.*

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#### Southeast Region

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Since 1988, the food service at Jonesboro Elementary School has provided "self-service" breakfast and lunch daily. Sound financial management, providing acceptable and nutritious meals, and nutrition education in the classroom have been a priority for Jonesboro.

In September 1993, the observation of students with special dietary needs bringing food from home identified the fact that the nutritional needs of all students were not being met by the school food service. A plan of action to address this problem was developed. A questionnaire with a follow-up letter and blank diet prescription form was sent home with all students enrolled at Jonesboro Elementary. Every effort was made to inform parents and guardians of nutritional services available for students with special dietary requirements. Additionally, all staff members participated in the in-service programs addressing nutritional services.

Food modifications were made for all students identified as having a special diet regimen. An existing table in the

cafeteria was utilized for wheelchair-bound children. The Child Nutrition Program Manager coordinated and conducted conferences with the parent or guardian, the teacher, and each student that had been identified as having a special need.

The advantages derived from this project were numerous. The students benefited from the diet modifications, and communication between school staff members and the community increased. Jonesboro Elementary Child Nutrition Program is now viewed as a part of the overall education of the students.

**Program size: Enrollment - 735;  
ADP - 551**

**Contact: Carolyn Blake, CNP  
Manager, or  
Linda B. Godfrey, R.D.  
Jonesboro Elementary School  
1621 Fifth Avenue North  
Bessemer, AL 35020  
Telephone (205) 481-9825 or  
(205) 481-9800**



## Accommodating Students with Special Needs

### *Lufkin State School*

*For providing special needs clients the opportunity for independence through meal service and nutrition education.*

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#### Southwest Region

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Care for persons with mental disabilities has traditionally been controlled, but the Lufkin State School Food Service staff has chosen to lead the facility in a more participatory direction.

The School Food Service staff's shift toward increasing client independence started three years ago when they began family style dining. Instituting salad, soup, and fruit bars has increased the consumption of fresh fruits and vegetables—foods that students had not eaten regularly. The changes have resulted in happier, more enthusiastic clients making requests for special favorites.

Additionally, accommodations for clients with physical disabilities have made meals more accessible. Tables with bases made from barbershop chairs can be adjusted to appropriate heights for clients in wheel chairs. Special adaptive equipment is available to enable clients to eat more independently.

Modifications in the program have resulted in food costs remaining constant. Yet, the increased opportunity for independent choice and accessibility along with nutrition counseling helps meet the school's long term goal of client self-sufficiency.

**Program size: Student ADP - 500 clients, 22 being eligible for NSLP/SBP.**

**Contact: Charles Reddy, R.D.,  
Chief of Food And Nutrition  
Lufkin State School  
P.O. Box 1648  
Lufkin, TX 75901  
Telephone (409) 853-8216**



## Accommodating Students with Special Needs

### *Owego Apalachin School District*

*For commitment to understanding and meeting the special needs of students by designing personalized programs where students are encouraged to pursue independence to their levels of ability.*

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#### Northeast Region

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The doctrine of the Owego Apalachin Central School District is to have a program that includes everyone, and that has the least restrictive environment possible. At the Apalachin Elementary School there are 685 students, 58 are special needs students. The range of disabling conditions varies from sight and hearing impairments to severe multiple congenital abnormalities. The wide range of needs makes it necessary to offer personalized assistance for meals that fits each student's needs.

At meal time each special needs student is given personalized help which changes as the needs of the student change. The help may be from an aide working one on one, assisting in feeding and clean up. Students volunteer as "partners for the day" to accompany special needs students, help them make food choices, aid in serving, and provide assistance such as cutting foods into smaller pieces, making lunch time more sociable and enjoyable. For those students who require less assistance, aides are present but stay in the background for support only when needed.

Special needs students are encouraged to take full responsibility for their

food choices, eating, socialization, and clean up, which are all steps towards independence. Parents are offered menu review and special meal preparation is available. The use of student volunteers in the cafeteria has helped with the integration and acceptance of the special needs students into the general school population.

The district has experienced a financial savings by using the services of volunteers and the cafeteria staff instead of paid aides. This blended program has worked well for the students. Designed with the cooperation of all areas of the school: administration, teachers, aides, students, and cafeteria staff; this collaborative effort has paid the dividend of a more enjoyable lunch time for everyone.

**Program size: Enrollment - 2,881;  
ADP - 1,532**

**Contact: Betsey Bacelli, Supervisor  
of Food Services  
Owego Apalachin Central School  
District  
36 Talcott Street  
Owego, NY 13827  
Telephone (607) 687-6284**

## Accommodating Students with Special Needs

### *Prosser Consolidated School District No. 116*

*For excellence in accommodating the special dietary needs  
for students and for effectively using the cafeteria as a  
setting for valuable lessons in life-skills.*

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#### Western Region

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Prosser School Food Services has been committed to providing special dietary meals for their students with special needs for the past 12 years. Marcia Raymond, the District's food services supervisor, has worked cooperatively with faculty and parents to ensure that the nutritional needs of the developmentally delayed and special education students are met.

**Program size: Enrollment - 2,500**

**Contact: Marcia Raymond, R.D.  
Prosser Consolidated School  
District No. 116  
823 Park Avenue  
Prosser, WA 99350-1264  
Telephone (509) 786-2848**

Currently, there are approximately 75 students with special dietary needs. The district has provided food substitutions for allergy diets, high fiber diets, weight reduction diets, diabetic diets, and food consistency diets. Any substitutions provided are detailed in the physician's instructions.

The food services staff teams up with the teachers to provide support by serving family style meals to groups of special needs students while the teachers provide guidance in social and eating habits. All of these efforts assist the special needs student in being mainstreamed into the regular academic environment.

## **Community Involvement and/or Service**

*The nominees in this category are being recognized for their efforts in meeting their community's needs through school food service, and through other established community nutrition programs.*

## Community Involvement and/or Service

### *Austin Independent School District*

*For meeting community nutritional needs through the development of special services which focus on student involvement and outreach to the community.*

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#### Southwest Region

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Austin Independent School District (AISD) Nutrition and Food Services operates a multifaceted program which focuses on meeting student and community needs. Some activities of AISD are:

- Summer Food Service Program Cooperative — AISD Nutrition and Food Service Department launched the Summer Food Service Program in the summer of 1989 to provide the children of Austin with nutritional support during the summer months.
- Senior Luncheon Program Cooperative — In June 1992, AISD began preparing hot lunches for the Senior Luncheon Program in 25 centers throughout the city and county. The program is administered through the Texas Department on Aging.
- Training University Nutrition Students — Since 1976, AISD has worked with the University of Texas to provide training for students in the Coordinated Undergraduate Program in Dietetics. In 1991, a similar program was established for Huston-

Tillotson College's students in Hotel and Restaurant Management.

- Work Training Opportunities for Special Education Students — In the fall of 1981, AISD Nutrition and Food Services began providing opportunities for training three to five special education students in food service work skills.
- Disaster relief with the Red Cross, pre-game meals for student athletes, plus other meal, snack, and catering programs are other activities that focus on student and community needs.

**Program size: ADP - 234,670 (SFSP); 500-700/25 sites (Seniors)**

**Contact: Marjorie Rhone,  
Director  
Nutrition and Food Services  
Austin Independent School  
District  
1111 West 6th Street  
Austin, TX 78703  
Telephone (512) 499-1701,  
Ext. 2261**

## Community Involvement and/or Service

### *Houston County High School*

*For the on-going health and nutritional programs at Houston County High School for students, parents, and the entire community.*

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#### Southeast Region

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Students, parents, and the entire community are served through the ongoing health and nutritional programs at Houston High School. The program started in 1992 when students were taught about the new Food Guide Pyramid. As partners in education, the students, teachers, and school nutrition manager went into the community to educate others. Students explained new concepts regarding food groups and prepared food to serve to the senior citizens of their community.

This year the program grew when the child nutrition program combined its efforts with the home economics and science departments to sponsor a week-long project entitled *Health Awareness in '94*. Guest speakers included various health care professionals who presented lectures on nutrition and health, and provided group and individual counseling. The week culminated with a community health fair offering a wide variety of free health screening and testing services to all partners in education—students, parents, teachers, and staff. The school nutrition program staff prepared and served special foods

each day of the week to accentuate healthy nutrition practices. Health and nutrition education were incorporated into the school curriculum by special classroom activities each day during the week.

The week-long project was a tremendous success as reflected by the many positive comments from participants. The project served nearly 70 faculty and staff members, approximately 600 area children, and over 100 members of the community.

**Program size: Enrollment - 455;  
ADP - 92%**

**Contact: Ms. Guinevere Hall  
Houston County High School  
P.O. Box C  
Columbia, AL 36319  
Telephone (205) 696-4515 or  
(205) 696-2221**

## Community Involvement and/or Service

### *North Royalton City Schools*

*For exceptional efforts in meeting the needs of the community through establishing a Senior Lunch Program.*

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#### Midwest Region

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For the past 4 years, Food Service Supervisor Sue Jordan and her staff at North Royalton City Schools have successfully implemented a Senior Luncheon Program involving senior citizens, middle and high school students, and food service personnel. North Royalton hosts a senior luncheon with special theme menus and decor once each month. The luncheon provides seniors with nutritious meals in a friendly and sociable environment, and gives them the opportunity to interact with students who volunteer their free time to serve beverages. The school band and chorus have also performed for the seniors. The severely disabled students utilize their creative skills to design beautiful place mats that many of the seniors continue to use at home. The cafeteria staff has enjoyed the Senior Luncheon Program as well, and has solicited local area businesses to donate prizes for a door prize program.

The Food Service Supervisor, Ms. Jordan, gives the seniors informative talks on nutrition. "Food for Vitality" and "Helping Us to Enjoy Good Food" are just two topics of the discussions

which are held in conjunction with National Nutrition Month and National School Lunch Week.

This program has proven to be a favorite in the North Royalton community and, since its inception, has increased its participation from 50 to 100 seniors per month.

**Program size: ADP - 4,900  
(Students); AMP - 100 (Seniors)**

**Contact: Sue Jordan, Food  
Service Supervisor  
North Royalton City Schools  
14725 Ridge Road  
North Royalton, OH 44133  
Telephone (216) 582-7641**

## Community Involvement and/or Service

### *Onteora Public Schools*

*For strengthening the ties between the school community and the elderly community by recognizing the senior's contributions through such special events as a Thanksgiving Luncheon and Senior Citizen Brunch.*

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#### Northeast Region

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The food service department of Onteora opens its school doors to its senior citizens and offers them good food and entertainment twice a year. In the fall, a Thanksgiving luncheon is served at all four of the district's elementary schools. The menu includes traditional fare of turkey, gravy, cranberry sauce, mashed potatoes, sweet potatoes, peas, and pumpkin pie. Over 300 seniors participated in this event last fall. The elementary school students waited on tables and provided musical entertainment.

The High School hosts a Senior Citizen Brunch in the spring, serving fresh fruit, assorted danish, melon, scrambled eggs, waffles, sausage patties, hash browns, orange juice, and coffee. Over 200 seniors attended this event.

The school food service staff believe that these events are a very positive outreach to the community, giving students an opportunity to interact directly with seniors and forging a more positive relationship. These events also give the schools the chance

to show off the food service program and their students to the community.

**Program size: Enrollment - 2,221;  
ADP - 897**

**Contact: Gregory Dadarria,  
Director of Food Service  
Onteora Public Schools  
Route 28  
Boiceville, NY 12412  
Telephone (914) 657-2373, Ext. 241**



## Community Involvement and/or Service

### *Richmond Public Schools*

*For actively promoting school feeding programs by involving the community in activities designed to increase awareness of the importance of good nutrition.*

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#### Mid-Atlantic Region

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Richmond Public Schools Food Service has recognized an increasing need for community involvement in their schools. Two hundred business partners and adopters work closely with the schools in mentorship and tutoring. School Food Service staff realize that they also can have a positive impact on children and the community.

The staff developed many tools to reach the community. Menus are distributed monthly in the schools, informing the community of activities in the schools and conveying health and nutrition information.

“Community Breakfasts” were sponsored at all sites in September and February. The District Superintendent, city council, school board members, department of education officials, PTA members, and other representatives from the local community were invited.

The district also held a Parent Convocation in December, where parents learned what the school system offers the children. Attendees received a letter from Mrs. Lowe explaining the districts’ involvement in the breakfast program. Richmond food service staff

are also very active in the *Lunch Buddies Program* —currently, over 1,000 business volunteers are pairing with students in 25 schools.

Families participating in the literacy program *Toyota Families for Learning* are provided with a nutritious breakfast and lunch. Five sites with an enrollment of 100 adults and 100 pre-schoolers are served daily. Children are able to play and learn while their parents participate in adult education.

Richmond Public Schools Food Service realizes the importance of keeping the community involved in the feeding programs. The role that the community plays is vital to their continued success.

**Program size: ADP - 17,268  
(Lunch)**

**Contact: Beverly Lowe, Food  
Service Director  
Richmond Public Schools  
301 N. 9th Street  
Richmond, VA 23219  
Telephone (804) 780-7731**





## Community Involvement and/or Service

### *Seattle Public Schools*

*In recognition of Child Nutrition Services' active participation in the Health and Nutrition Education Project for Seattle families.*

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#### Western Region

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Seattle Public School's Child Nutrition Services (CNS) serves an average 21,000 lunches and 7,500 breakfasts each day to school children. CNS also offers a variety of services to the community including the Summer Food Service Program serving 5,200 meals a day, a day care program serving 100 meals a day, and a senior citizen program serving 500 meals a day. Each of these programs provide a tremendous benefit to the participants.

CNS also provides a valuable service for another community project that has become a model program nationwide. The *Health and Nutrition Education Project (HNEP)* is spearheaded by Dr. Constance Rice, who involved community leaders and convinced others of the need to utilize schools in the evening and encourage the vision of schools being the community's focal point.

CNS has been involved with *HNEP* since the beginning, first in an advisory capacity, and is now providing the meal service. Currently, families with children at six schools from predominately limited income

populations are eligible for a nutritious meal at no cost. After each meal, educational classes are held. Class topics include thrifty shopping, parenting skills, and nutrition. Other activities allowed all participants to learn more about their neighbor's diverse cultures.

The program, funded entirely by private donations, is contributing to an increase in student participation in the lunch program. Other schools are clamoring for the opportunity to participate. The additional recognition for CNS has helped market their services and fill a gap for families in their community. Not only does the community benefit from the wonderful food and the educational opportunities, they get to know their neighbors as well.

**Program size: Enrollment - 44,931**

**Contact: Carol Johnson, Director,  
Child Nutrition Services  
Seattle Public Schools  
4141 Fourth Avenue South  
Seattle, WA 98134  
Telephone (206) 298-7675**



## **Creative Implementation of the Dietary Guidelines for Americans**

*The nominees in this category are being recognized for their efforts in implementing the Dietary Guidelines for Americans into their school nutrition programs.*

# Creative Implementation of the Dietary Guidelines

## *Bremerton School District*

*In recognition of the Bremerton Child Nutrition Services' successful efforts in implementing the Dietary Guidelines for Americans.*

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### Western Region

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Improvements in the lunch program have evolved over the past four years for the elementary students attending Bremerton School District. They used to receive pre-packaged breakfasts and lunches at their schools. It was extremely difficult to ensure that the quality was maintained because there was no equipment to transport food and only one satellite kitchen with ovens. The program operated at a loss, and in order to turn it into a self-supporting program, there was a need to increase participation by offering a better variety and quality of food.

Starting in 1991, the smallest school began bulk transporting of food for lunches. This improved the quality of the food and allowed the students to "see" the foods being served. Previously they didn't know the menu until they peeled back the tops of the foil containers.

The next year bulk transport breakfasts were initiated and three more elementary schools were added to the new bulk system for lunch. A "serve yourself bar" offered students green salad and fresh vegetables such as green peppers, cauliflower, and broccoli; giving students a wider

choice. Canned and in-season fruits such as kiwi and pineapple were offered along with apples and oranges.

Increased revenues were generated as participation increased, and the district has used the funds to purchase updated equipment. Bulk foods are now received at all seven elementary schools. They all have the "serve yourself bar" and have a choice of two entrees; at least one of which is low fat.

Improving the meals and ensuring that they meet the Dietary Guidelines for Americans isn't the Child Nutrition Services' only priority. They also give talks in the classroom on the importance of good nutrition, and they've been working cooperatively with teachers in developing lesson plans for each grade level.

**Program size: Enrollment - 6,463**

**Contact: Darla Patnode, Child Nutrition Services  
Bremerton School District  
300 North Montgomery Street  
Bremerton, WA 98312  
Telephone (206) 478-5088**

# Creative Implementation of the Dietary Guidelines

## *Francis Howell School District*

*For creative implementation of the Dietary Guidelines for Americans in a year-round school setting through classroom visits, training seminars, kindergarten, and parent-preschool programs.*

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### Mountain Plains Region

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Francis Howell School District is a year-round nutrition center, complete with vegetable garden, and offers two break-cycle enrichment classes, *Look What's Cooking at School* and *Supermarket Scavenger Hunt*. The center received another NET grant in January 1994 to expand beyond the current 500-student participation.

Nutrition education classes, using materials provided by the American Heart Association, are offered for kindergarten through high school classes; 50 classrooms have been visited so far this year.

Saturday School (originated by Parents as Teachers) is Francis Howell's community outreach program for parents and 3-to-5 year-olds; eight elementary schools each host a Saturday School every year. Food service staff joined the project in 1992-93, providing parents information about school lunch and serving them a complimentary lunch in the cafeteria.

In all 57 kindergarten classes, students have a 30-minute lesson (with puppet show, video, etc.) and then have a day

when they eat lunch in the cafeteria before graduation to first grade.

During the year, training seminars are offered for food service associates; in March the topic was nutrition and 50 associates attended to learn how to make school lunches healthier.

**Program size: Enrollment - 15,500**

**Contact: Cheryl Schaefer, Food Service Director**  
**Francis Howell School District**  
**4545 Central School Road**  
**St. Charles, MO 63304-2201**  
**Telephone (314) 939-8418**

# Creative Implementation of the Dietary Guidelines

## *Greater Latrobe School District*

*For developing a comprehensive plan to implement the Dietary Guidelines for Americans throughout the district, thereby encouraging healthful eating habits.*

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### Mid-Atlantic Region

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Greater Latrobe food service staff believes that the focus must be placed on the future of America, our children. With that in mind, Greater Latrobe School District has developed a comprehensive plan to creatively implement the Dietary Guidelines for Americans. Carolyn Gump, Food Service Director, created the *Kids Teaching Kids Nutrition* campaign where student advisory groups work with cafeteria employees to plan special marketing events and improve the nutritional content of menu selections. One success of the campaign was the lowering of the fat content of the bag lunch from 36 percent to 28 percent, simply by replacing a higher fat dessert item with a more fat-frugal one. To increase meal participation the students in the elementary school create their own lunch menus, utilizing the Food Guide Pyramid. One of the menus is featured weekly and students receive a free fresh fruit and vegetable snack for participating that day.

Ms. Gump also believes in using plenty of fresh fruits and vegetables. She has increased the district's purchase of fresh fruits and vegetables by \$1,000 a month, replacing canned or frozen

items. She also offers the children a medley of bite-sized fruits.

Ms. Gump created the *Healthy Eating Lifetime Plan* to show dieting students how they can eat better by incorporating the use of the Food Guide Pyramid, and how to calculate the fat content of foods. This is used in conjunction with the salad bar and enables the kids to make responsible healthful decisions on their own. This program has increased the participation at the salad bar by 20 percent since it was introduced.

By making children more aware of the importance of a complete healthful diet they can become more responsible for their own lifetime of health.

**Program size: ADP - 2,500**

**Contact: Carolyn Gump, Food Service Director  
Greater Latrobe School District  
Country Club Road  
Latrobe, PA 15650  
Telephone (717) 539-8141**

# Creative Implementation of the Dietary Guidelines

## *Roxana Community Unit School District No. 1*

*For steps made toward modifying recipes and altering  
preparation techniques.*

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### Midwest Region

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*Implementing the New Dietary Guidelines* was the title of the Nutrition Education & Training Program grant that was awarded to Roxana School District in 1992. Regina Chappell, Food Service Director at Roxana, developed training tools that included two workshops to teach food service staff the new Guidelines, recipe adjustments, and methods of program marketing.

The recipe adjustment portion of the workshops consisted of suggestions for modifying quantity recipes that controlled the amount of fat, sugar, and salt in school lunches. Food service workers learned the functions and effects of sugar, salt, eggs, and fats in food preparation, and were trained to alter recipes without sacrificing texture and flavor. The staff also mastered cooking hints and techniques to reduce fats and salt while increasing fiber when preparing beef, pork, luncheon meats, poultry, cheeses and vegetables.

about nutrition and health were distributed to teachers, students, and parents. One of the surveys entitled *Nutrition Inventory* was geared toward food preparation in households and assessed personal food preparation and menu planning habits.

**Program size: Enrollment - 2,080**

**Contact: Regina Chappell, R.D.,  
Food Service Director  
Roxana Community Unit School  
District No. 1  
401 Chaffer  
Roxana, IL 62084  
Telephone (618) 254-7575**

Roxana reached out to educate the community about nutrition. Several handouts, press releases and letters





**National  
Winner!**

## **Creative Implementation of the Dietary Guidelines**

### *Trumansburg Central School District*

*For promoting improved health and nutrition through a  
partnership with Cornell University in the Trumansburg  
Project to overcome food neophobia in children.*

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#### **Northeast Region**

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The Trumansburg food education project is an extensive year long cooperative effort to overcome food neophobia in young children and increase the acceptance of diverse, low fat, USDA commodity foods. The project involves Cornell University, school food service personnel, teachers and administrators of the Trumansburg Elementary School, students from Trumansburg High School, and the parents of the children in the program. The project coordinator is Antonia Demas.

The project took place at an elementary school of 560 students in kindergarten through grade four. Half of the classrooms served as a control group and the other half served as the intervention group. New foods were introduced in the intervention classrooms in the context of history, culture, math, social studies, and science. Children prepared and ate food in the classroom. Within a week of the classrooms learning about the new food, the food became part of the regular lunch program. The food service staff prepared food and volunteers weighed portions. Actual consumption measurements were taken by doing pre and post weights of the featured food

items. A comparison was then made between the control and intervention groups.

From the onset, the intervention group ate 3 times as much of the new item as the control group and the figure rose to 15 times as much. Not only did the intervention children eat the new food items, many of them also educated their families about these new foods and nutrition issues. Some of the foods included in this project were: Chinese brown rice stir fry, three sisters casserole (Native American vegetable casserole), soul stew, and couscous.

The project demonstrates the need for education and an integrated approach to changing and improving the eating habits of children.

**Program size: Enrollment - 1,446;  
ADP - 665**

**Contact: Deborah Bush, Food  
Service Specialist  
Trumansburg Central School  
District  
100 Whig Street  
Trumansburg, NY 14886  
Telephone (607) 387-7551**



## **Education in Nutrition and the Dietary Guidelines for Americans**

*The nominees in this category are being recognized for their efforts to include activities with students and/or food service personnel to increase awareness of nutrition education in following the Dietary Guidelines for Americans.*



National  
Winner!

## Education in Nutrition and the Dietary Guidelines

### *Bryan Independent School District*

*For outstanding efforts in providing a comprehensive nutrition education program that includes classroom instruction, school menus, and cafeteria promotions.*

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#### Southwest Region

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Bryan Independent School District used the Texas *Education for Self-Responsibility IV: Nutrition Education Curriculum Guide (ESR IV)* to teach nutrition education in the classroom. *ESR IV* is a comprehensive nutrition education curriculum designed to integrate nutrition education into required subject areas for each school grade level. The nutrition education learning experiences included a short lesson, activities, and frequent taste-testings. This effort reached 2,657 students in 7 months. The lessons were followed up with a teacher questionnaire to rate the usefulness and quality of the lesson.

District menus were sent home to parents of all elementary and secondary students. The backs of the menus promote nutrition and healthy eating through printed information and activities. A district newsletter, the *Bryan Nutrition News*, has been developed for administrators, teachers, and staff to keep them informed about nutrition education activities in the district.

Cafeteria promotions were planned throughout the school year to encourage students to eat school meals while learning to make wise food choices. Those promotions included the Breakfast Quest; Texas School Breakfast and Lunch Week; Cultural Awareness Weeks; the "Two-Bite" Club; and Wacky Wednesday.

The combination of efforts employed by Bryan Independent School District helps to accomplish their goals of encouraging students to participate in school breakfast and lunch, and promote a healthy lifestyle that includes consumption of meals that meet the Dietary Guidelines for Americans.

**Program size: ADP - 7,283  
(Lunch); 3,126 (Breakfast)**

**Contact: Sandra Baxter,  
Nutrition Educator  
Bryan Independent School District  
2920 East Bypass North  
Bryan, TX 77803  
Telephone (409) 361-5345**

## Education in Nutrition and the Dietary Guidelines

### *Cartwright School District No. 83*

*For promoting positive health by offering Heart Healthy menus.*

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#### Western Region

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Enthusiasm blossoms when people really get involved in program promotion. That is exactly what happened when teachers and District employees teamed together with the food service staff to make a change in the meal program.

The program began in 1992, with two contests to encourage student interest in promoting positive health. One was to pick a winning logo or character, and the other was to select an original theme song. Prizes for contest winners were obtained by the food service department through volume buying of food items.

Following development and selection of the *Heart Healthy* character, the winning logo and the *Heart Healthy* theme song were used to promote meals that would encourage students to choose healthy meals. The character, theme song, and *Heart Healthy* menus were used in the school district in August of 1993. Cafeterias were given theme song tapes to play on *Heart Healthy* menu days with the character appearing throughout the seventeen schools within the district.

Using the *Healthy Edge* material, one *Heart Healthy* menu per week was established. The importance of student participation was always kept in mind. The low-fat milk offering was changed from two percent to one percent. The menus chosen to work with were student favorites, which were modified to meet the Dietary Guidelines for Americans.

The program really blossomed, giving Cartwright an average increase of 23 percent participation on the *Heart Healthy* menu and a decrease in the alternative choice. These activities with students and the food service personnel certainly increased awareness of nutrition and choices students made in following the Dietary Guidelines for Americans.

**Program size: Enrollment - 15,377**

**Contact: Rebecca A. Payne, Food  
Service Coordinator  
Cartwright School District  
3401 North 67th Avenue  
Phoenix, AZ 85033  
Telephone (602) 846-2800,  
Extension 241**

## Education in Nutrition and the Dietary Guidelines

### *Columbia Public Schools*

*For making accurate nutrition education, physical fitness, and health-related messages accessible to parents, students, and teachers through use of cable television.*

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#### Mountain Plains Region

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Columbia Public Schools took advantage of the teaching medium offered by cable television to reach families with nutrition, fitness, and health-related education messages. The district created *Health Answers*, a set of community service announcements, along with lesson plans for junior and senior high school teachers throughout the State. These efforts were designed to help expand students' practical nutrition knowledge, motivate them to make better choices, and move toward a healthier lifestyle. Clip art was provided so that other areas of the State could adapt the campaign into newspaper articles, parent bulletins, and menu corners. The project was funded by Nutrition Education and Training funds through the U.S. Department of Agriculture.

Health education needs to begin at home, where attitudes and behaviors are established and reinforced. Many families find it difficult to attend evening educational programs, particularly if the programs remove them from their children. Many people, however, subscribe to cable television and the messages were designed to spur discussions, dispel myths, and promote

healthier living habits. A preliminary evaluation revealed that cable television was highly accessible to Columbia's families; 78 percent of students polled had cable television at home and 69 percent of those who did had seen the Columbia Public School channel.

**Program size: Enrollment - 14,980**

**Contact: Pat Brooks, Food  
Service Director  
Columbia Public Schools  
1818 West Worley  
Columbia, MO 65203  
Telephone (314) 886-2110**

## Education in Nutrition and the Dietary Guidelines

### *Fairfax County Public Schools*

*For promoting the increased consumption of fresh fruits and vegetables, in accordance with the Dietary Guidelines for Americans by developing the Give Me 5! program for elementary school students.*

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#### Mid-Atlantic Region

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*Give Me 5!* is Fairfax County Public Schools' new nutrition education promotion to help elementary school students learn the importance of eating five servings of fresh fruits and vegetables every day. The promotion was partially funded by a State Nutrition Education and Training grant. Throughout the year, menus featured both familiar and unfamiliar fruits and vegetables.

The first component of the *Give Me 5!* promotion was the design of the fruit and vegetable characters, used to market the monthly *Give Me 5!* featured item. The menu, colorful flyers, and stickers enhanced the promotion. Familiar and unfamiliar fruits and vegetables were selected for each month's menu, and the promotion was publicized in the district's program information flyer.

A second component of the promotion was the Pear Bear promotion held during December. Elementary teachers (K-3, Head Start, and School Age Child Care) received coloring sheets for their students, as well as encouraged students to write poems and stories about fresh pears,

Pear Bear, and about what *Give Me 5!* means to them. A cuddly brown Pear Bear, a poster, and a story book were given to the class with the best involvement and creativity in the Pear Bear promotion, the prizes being made possible by the Oregon, Washington, and California Pear Bureau.

A third component of the promotion was the development of the NUTRIFAX© nutrition education kit for elementary teachers, including plans and activities promoting the Food Guide Pyramid, healthy snacks, and *Give Me 5!*. The kit was also placed in elementary school libraries. The combinations of these various activities reinforces the Food Service Department's role as the nutrition laboratory for the school, and provides a valuable nutrition information resource for elementary educators.

**Program size: ADP - 58,000 (82%)**

**Contact: Penny McConnell, R.D.,  
Director of Food Services  
Fairfax County Public Schools  
6840 Industrial Road  
Springfield, VA 22151  
Telephone (703) 246-2991**

## Education in Nutrition and the Dietary Guidelines

### *Farmington Public Schools*

*For developing and implementing innovative approaches to educating students about Nutrition and the Dietary Guidelines for Americans.*

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#### Midwest Region

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This year nutrition education was the focus of the Farmington Public Schools' Food Service Program. Elementary students explored the importance of good nutrition through language arts, math, and science. The program was very well received, reaching 63 classrooms and nearly 1,600 students in a 3 month period.

Incoming first graders became acquainted with the lunch program by viewing Farmington's own scripted and produced video *Let's Do Lunch*. The puppets and lively music accompany a new class through the serving line singing about the benefits of good nutrition. Grade levels were considered while developing classroom presentations. Nutrition was tied to language arts in the early grades. After reading books like *The Very Hungry Caterpillar* and *Gregory, the Terrible Eater*, children talked about eating healthy foods. A food tasting party followed with students donning chef's hats while preparing low fat snacks. For homework, they wrote recipes which were analyzed by the Food Service Department for nutrient content, then shared and taken home.

Second and third graders learned about the Food Guide Pyramid and applied it

to their daily eating habits. Using the pyramid, classrooms wrote menus for the district's lunch program. They also played games like "food group bingo" and "nutrition jeopardy", helping them classify foods into the various food groups.

The *Is There Fat in My Snack?* activity was enjoyed by fourth and fifth graders. Students read labels and graphed fat content in various foods. Displays were set up measuring and comparing fat grams of snack foods, fast food, and food from the school lunch program.

Farmington's approach linked nutrition education with fun-filled activities to stress the importance of good eating habits resulting in higher lunch participation rates and a better image for the food service department.

**Program size: Enrollment - 11,000**

**Contact: Debra A. Larson, Food Service Director**  
**Farmington Public Schools**  
**23800 Tuck Road**  
**Farmington, MI 48336**  
**Telephone (313) 489-3717**



## Education in Nutrition and the Dietary Guidelines

### *G. H. Robertson Elementary School Coventry Public Schools*

*For creative uses of fun activities to teach nutrition education to elementary school students from kindergarten through the fourth grade.*

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#### Northeast Region

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If an experience is fun, students will want to learn more. That is the approach taken by the food service staff and the teaching staff of the G. H. Robertson Elementary School towards nutrition education.

During the past year the cafeteria manager, Beverly Sitek and her staff have targeted the nutrition programs for children in kindergarten through grade four. Many of the activities used in the various grades involved the Food Guide Pyramid and the Dietary Guidelines for Americans. Children in grades kindergarten through second grade were given fun handouts from different vendors. They showed how the Food Guide Pyramid works and where foods should be placed. A tooth booklet let the children see how eating the proper diet can help in other health phases.

A student from the University of Connecticut taught a 30 minute class each week using the American Cancer Society's *Changing the Course* curriculum. Students were introduced to a variety of nutritious foods and encouraged to learn good eating habits. The program was expanded to

include taste testing, food introductions, fun activities, and games. A third grade class had fun learning where to place their favorite foods on the Food Guide Pyramid. Each student kept a food and exercise guide for one week. At the end of the week they each wrote a paper on how and why they felt different. They also learned to eat a wider variety of foods, and were treated to a cooking lesson on healthy snacks. Their next project will be the creation of a good snack cookbook.

A school family picnic was planned for June with children helping to create the menu using the dietary guidelines. A nutritional poster contest was announced to help promote the picnic.

**Program size: Enrollment - 1,629;  
ADP - 681**

**Contact: Jean Richards, Food  
Service Director  
Coventry Public Schools  
c/o Captain Nathan Hale School  
1776 Main Street  
Coventry, CT 06238  
Telephone (203) 742-8484**

## Education in Nutrition and the Dietary Guidelines

### *Walnut Hill Elementary School*

*For excellence in promoting nutrition education awareness by involving students, teachers, and the community in implementing the Dietary Guidelines for Americans.*

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#### Southeast Region

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Under the leadership and direction of Betty Williams, cafeteria manager at Walnut Hill Elementary School, the food service staff began a year-long project to educate students, teachers, and the community on the Dietary Guidelines for Americans.

Walnut Hill's project was called *Project CAN* (Community Action Nutrition), which emphasizes fat reduction. The use of butter and salt in recipes was cut in half. Taste tests were conducted with students, who completed evaluation forms to assess the popularity of foods. Eighty students joined clubs called Fat Detectives, the Fat Challenge, and the Two-Bite Club. Club members meet three times a week to compare the fat content in different foods.

This project was aimed at changing student eating habits over a period of time in order to create a life-time of good eating habits. This required the help of parents and teachers. The school's food service department also put together the school's first health fair involving students, teachers, and students and staff from other schools in the system. Each grade was given an

assignment. For example, the third graders were to compare a snack poor in nutritional value to a snack they think would have a high nutritional value. The students compared things like fat grams, calories, and vitamins. The projects were judged, with the Parent Teacher organization providing the ribbons. The health fair gained the attention of the area newspapers, radio, and television, as well as the attention of students. Participation in the lunch program increased from 80 percent at the beginning of the school year to 93 percent.

**Program size: ADP - 235**

**Contact: Betty Williams,  
Cafeteria Manager  
Walnut Hill Elementary School  
Route 5 Box 56  
Harriman, TN 37748  
Telephone (615) 882-9101**



## **Increasing Participation Through Marketing**

*The nominees in this category are being recognized for their efforts in highlighting and promoting the many aspects of community and school food service, culminating in increased participation in their nutrition programs.*

# Increasing Participation Through Marketing

## *Barberton Public Schools*

*For excellence in promoting the National School Lunch Program by planning several promotions that helped increase student participation.*

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### Midwest Region

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*School Meals are Dino-mite!* was one of the central themes of the Barberton Public Schools dinosaur-centered lunch promotion festivities. Dinosaurs are a favorite among students everywhere, and Food Service Director Mary Beth Paluf and her staff used the students' interest as a marketing tool to increase participation in their school lunch program. The *Cook Up a Good Book* nutritious lunch promotion was held in conjunction with "Right to Read" week which encouraged students to get excited about better nutrition and reading.

Promotions for this joint effort included colorful signs posted around the schools, a parent/guardian letter, daily announcements, and a fun and exciting menu with *Jurassic Park Day* as the grand finale. Stegosaurus Nuggets, Dino Fries, Tri-pearatops, and Jurassic Jello were a hit. The serving areas were decorated with colorful paper pop-up dinosaurs.

*Lucky Tray Day* was a favorite with coupons in the shape of books randomly placed on the trays of the children who participated in the school lunch program on that day. The lucky

students redeemed their coupons for special prizes. On *Bookmark Day*, each student who received a lunch received a ferocious dinosaur bookmark which read "School Meals are Dino-mite!"

In addition to this lunch, the elementary school cafeterias "cooked up a good book" that was given away to one lucky student in each school. The giant children's book featured many dinosaurs from Jurassic Park. These efforts not only increased awareness about reading, but resulted in a 3.1 percent increase in lunch participation.

**Program size: Enrollment - 2,500**

**Contact: Marybeth Paluf, Food Service Director  
Barberton City School District  
479 Norton Avenue  
Barberton, OH 44203  
Telephone (216) 753-1025**

## Increasing Participation Through Marketing

### *Dexter Regional High School*

*For the creative marketing of the lunch program to high school students by meeting their needs with style and variety.*

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#### Northeast Region

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School lunch marketing starts with finding out what your customers want and making a reimbursable meal available to them at an affordable price. When this is done with style and eye appeal, the students will respond.

During the 1992-93 school year, daily participation for the reimbursable meal averaged about 42 percent of the school population. Many students were purchasing from the a la carte line. The food service staff decided to redesign the lunch program to make more reimbursable choices available to students.

The school wanted to make the cafeteria more like a restaurant. Since the school mascot is the tiger, the cafeteria was renamed the *Tiger Pause Deli*. Students designed and painted the *Tiger Pause Deli* logo on the wall. The decor was changed to display food more attractively and new uniforms for the staff made the look complete.

The *Tiger Pause Deli* offers six reimbursable choices daily. Choices include chef salad, the daily special, and other choices. Items can be

purchased a la carte, but the price structure encourages students to buy a complete meal.

A *Tiger Pause Deli* menu describing the new multi-choice system was given to all students and staff in September 1993. Response has been very positive. Participation increased to approximately 62 percent by the end of 1993-94 school year. With the purchase of more reimbursable meals in place of a la carte offerings, nutrition is improved with increased amounts of fruits, vegetables, and milk taken by the students.

The food service director meets with students regularly to hear their comments and suggestions. This ensures that there is a quality food service program that meets students needs.

**Program size: Enrollment - 410;  
ADP - 253**

**Contact: Sandra Donahue, Food  
Service Director  
Dexter Regional High School  
12 Abbott Hill Road  
Dexter, ME 04930  
Telephone (207) 924-5536**



**National  
Winner!**

## **Increasing Participation Through Marketing**

### *Hillsboro Independent School District*

*For implementing a comprehensive marketing strategy  
that has resulted in increased participation and a  
positive image of school food service.*

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#### **Southwest Region**

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The Hillsboro School Food Service has improved their school food service program through a multi-faceted approach. As a result, participation has increased 26 percent in the lunch program and 48 percent in the breakfast program over a two year period.

The entire image of school food service was targeted for improvement. Cafeterias and kitchens were renovated and specialty bars added by a team of food service staff, principals and the superintendent. Food service staff training, new menus, and new recipes enhanced food quality. Food service staff pursued an integrated approach to education, becoming part of the instructional team. Decor in the cafeterias are coordinated with curricula and special events. Community efforts have also been an integral part of the marketing plan.

Specific problems have been addressed to improve the effectiveness of the program. For instance, posting teachers' photographs has helped young students who go through the breakfast lines learn their teacher's name. More menu choices and other efforts toward parents and children have reduced the number

of outside fast foods competing with school meals. The application process is now centralized and students use "credit cards" when purchasing meals. The cards and the automated system have resulted in an efficient process with increased anonymity for all students.

The districts' food service department also works with the high school's day care center; the area's Summer Food Service Program; and Harris Career Center, a vocational center for students with disabilities. The results are a more acceptable, efficient food service system that provides benefits to many District programs.

**Program size: ADP - 1,120  
(Lunch); 415 (Breakfast)**

**Contact: Reba Baker, Director of  
Food Services  
Hillsboro Independent School  
District  
Post Office Box 459  
Hillsboro, TX 76645  
Telephone (817) 582-8915**

## Increasing Participation Through Marketing

### *Howard County Public Schools*

*For utilizing a long-term marketing strategy designed to increase awareness of program availability, which increases participation in the school feeding programs.*

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#### Mid-Atlantic Region

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For seven years, the Food and Nutrition Service of Howard County Public Schools has utilized a scheduled marketing plan using the District's merchandising manual as the basis for activities. This manual provides guidance, instructions, and samples of food-related activities designed to promote school feeding programs. Weekly updates are distributed to each school and an annual schedule is produced each June outlining events for the upcoming school year. The manual is divided into monthly sections, with a list of special events, themes, sample menus, decorating ideas, and much more.

Activities are coordinated with the monthly menu sent to schools, with all prizes purchased by the Central Office staff. Managers coordinate the activities at the school level by advertising the promotion, decorating the cafeteria, awarding prizes, and working with staff and students.

Participation has increased 20 percent over 7 years. Managers submit annual reports of their marketing activities and the resulting participation figures, along with critiques of student reaction to each promotion.

Overhead costs were kept low because the manual design and manual printing were done internally. Commercial and civic organizations provided many giveaway items at no cost. Advertising the program is free through the school newspapers and the local media, including a local cable access channel which promotes the upcoming promotional themes and events and displays the daily menu.

The Howard County marketing plan works! The steady increase in participation confirms that marketing efforts have made a profound impact. The manual is currently being used by the National Food Service Management Institute in a course for new and aspiring school food service directors and supervisors nationwide.

**Program Size:** ADP - 13,000

**Contact:** Mary Klatko, Food Service Supervisor  
Howard County Public Schools  
10910 Route 108  
Ellicott City, MD 21042-6198  
Telephone (410) 313-6736

## Increasing Participation Through Marketing

### *Petersburg City Schools*

*For excellence in increasing student participation  
using creative marketing strategies.*

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#### Western Region

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It's hard to imagine providing meals to children without the benefit of a kitchen, but that's exactly what Cheryl Baldwin, cook for Petersburg City Schools does each day. A double convection oven, portable serving line and one counter housed in the corner of the multi-purpose room, along with refrigeration and freezer space located in other buildings, constitute the extent of equipment for the program. This doesn't seem to daunt Ms. Baldwin's spirit! She approaches the program with zest and a creative energy, making mealtime an "event" for students and staff by using a variety of marketing strategies, involving community and student support, and improving overall participation in the feeding program.

Although parents are invited to eat lunch with their children anytime during the year, at least once during the year special invitations for a scheduled event are sent home. An impressive response occurs with at least 50 percent of the students represented by a parent.

Each month, every class has an opportunity to design a menu. Students volunteer to work in the lunchroom each day. Special events are numerous

in the district. Each month at least one day is set aside for students to do "goofy" things like Crazy Hairdo Day and Crazy Hat Day. The cafeteria has also become the focal point for other meaningful activities, promoting self-esteem and recognition among faculty, parents, and students.

The 40 percent participation increase from school year 1991-92 to school year 1993-94, enabled the district to reduce the student price per lunch from \$2.00 to \$1.75.

**Program size: Enrollment - 355**

**Contact: Cheryl Baldwin, Food Services**  
**Petersburg City Schools**  
**Box 289**  
**Petersburg, AK 99833**  
**Telephone (907) 772-4786**



## Increasing Participation Through Marketing

### *Sidney Public Schools - Districts 1 and 5*

*For continuing to have a steady four-year increase in school food program participation by celebrating special events, adding half day kindergarten participation, and encouraging the support of classroom teachers.*

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#### Mountain Plains Region

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In the past, teachers rewarded classes with lunch outside the school building, which unintentionally gave students the impression that outside-of-school food must be better than school lunch. The Food Service Director has encouraged teachers to reward classrooms by making special menus, making special use of the school's salad bars, or enjoying special sack lunch parties. Half-day kindergarten students at Central Elementary have been allowed to participate in school lunch, and another elementary school will be participating in the next year.

Sidney Public Schools participated in monthly "Be Cool, Eat at School" promotions with different themes including Dino Day, Drug Awareness, Mickey Mouse Birthday, Winter Wonderland, Beach Party, National Nutrition Month, and Cinco de Mayo.

A school breakfast start-up grant allowed the addition of a breakfast program at the high school. Four new buffet carts were built during the summer for the salad bar and hot lunch line at the middle school.

Teenage students unable to pay city fines they had incurred, painted the high school kitchen and storeroom to work off fines. Parents of middle school students were introduced to the new food service program at the school. The program has proved to be successful—there has been an increase in participation of 13.2 percent during the last 4 years.

The town of Sidney's voters recently defeated a mill levy, and food service funding has been cut for school year 1994-95. Marketing the program and increasing the use of USDA commodities has become even more important to offset the loss. Other Montana school administrators and cooks have visited Sidney's program to adapt its efforts to their own settings.

**Program size: ADP - 1,100+**

**Contact: Richard Hobbs, Food Service Manager  
Sidney Public Schools, Districts 1 and 5  
1012 Fourth Avenue SE  
Sidney, MT 59270  
Telephone (406) 482-2794**

## Increasing Participation Through Marketing

### *Temple Elementary School*

*For revitalizing the school food service operation through innovative marketing techniques and a renewed philosophy of service.*

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#### Southeast Region

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Temple Elementary School has an enrollment of 450 students, with 51 percent receiving free or reduced price meals. The school is located in rural Carroll County and is a focal point in the community. Breakfast and lunch are served to students in kindergarten through the fourth grade. In 1992 both the principal and the cafeteria manager, new to the school system, began a two-pronged approach to increase participation and enjoyment in the lunch and breakfast programs, as well as visiting classrooms to increase children's awareness of healthy foods.

Each month the food service staff, faculty, and the Youth Advisory Council planned an activity to market the lunch and breakfast programs. Some of these activities included theme days which were quite popular. An example was "Atlanta Braves Day" in conjunction with Drug Awareness Day, where students received lunches in a Braves meal bag complete with a baseball card. The Braves mascot held an assembly program on drug awareness. During "Kids Month" in March, each day featured a different class' menu. Bookmarks and other treats were given away to students.

The food service staff also included the community in their programs. Special invitations to lunch were extended to

parents and community leaders at holiday seasons. School lunch was served to local fire and police departments. Grandparents Day was a big hit at this school in September. The parent teacher organization volunteered their time in serving and preparing for special events.

As a result of all these activities, lunch participation has increased from 87 percent in September 1993 to 95 percent in March 1994. Breakfast participation also increased from 31 percent in September 1993 to 41 percent in March 1994. There has been a reduction in sack lunches from 40 per day to 20 per day. Less plate waste has been observed. Fifteen parents have volunteered to help serve lunch and assist with projects. Approximately 655 adults ate school meals with the students during the year.

**Program size: Enrollment - 450**

**Contact: Joan Burson  
Carroll County Board of  
Education  
164 Independence Drive  
Carrollton, GA 30116  
Telephone (404) 832-3568**



## **Innovative Cafeteria Practices**

*The nominees in this category are being recognized for their efforts in administering their programs, creating a more positive image of school food service and increasing participation.*



National  
Winner!

## Innovative Cafeteria Practices

### *Anne Arundel County Public Schools*

*For commitment to developing new, innovative ways to improve customer service, resulting in increased participation and revenues.*

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## Mid-Atlantic Region

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The staff of Anne Arundel County Public Schools Food and Nutrition Services is committed to exploring new ways to increase customer participation and school food service revenues.

Starting in school year 1993-94, five high school cafeterias were renovated into *Express Yourself* Food Courts. The remaining seven high schools will have Food Courts by the end of next school year. These courts include: *On A Roll*, featuring sandwiches; *Hot Stop 'N Go*, offering a variety of hot entrees; *Pizza XPress*, with three styles of pizza; *Quik Pix*, offering hot a la carte; and the *Sub Depot*, featuring made to order sandwiches and salads.

To find out what "works", students were surveyed to identify their favorite local restaurants. Visits were made to those restaurants to observe their decor, signs, atmosphere, menu, pricing, and to sample their food. After brainstorming with the food service team, adaptations were made in the schools' cafeterias. In addition to the physical changes, staff knowledge and awareness also increased. Customer service and training programs were designed to give employees training on planning and implementing the new variety of menu choices.

The next step was to increase the teaching staff's awareness of the new changes. Food service staff attended faculty meetings to inform all staff of the updated menu choices. Samples of the new menu were provided to give the staff a taste of the new initiative.

Overall, efforts have been quite successful. School food service revenues have increased 13 percent, and student participation has increased 7 percent. In addition, news of the success of the program spread quickly throughout the State. Over one-half of the counties in Maryland are in the process of transition to this design.

**Program size: Enrollment - 68,000**

**Contact: Renee Arnold,  
Supervisor  
Division of Food & Nutrition  
Anne Arundel County Public  
Schools  
2644 Riva Road  
Annapolis, MD 21401  
Telephone (410) 222-5085**

## Innovative Cafeteria Practices

### *Hampton Public Schools*

*For creating a partnership between school food service professionals and local professional chefs by creating a "Guest Chef" program, increasing interest and enhancing the image of the National School Lunch Program among students and staff.*

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#### Northeast Region

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Nancy Stiles, Food Service Director for the Hampton Public Schools, recognized the contribution that professional chefs could make to the school lunch program in expanding and enhancing the capabilities of the food service staff. She initiated a "Guest Chef in the Schools" project where four area chefs planned, prepared, and served the lunch on four consecutive Wednesdays during May 1994. The menus were designed to appeal to children and to promote healthy eating habits. The chefs were given basic guidelines to follow. To meet the meal pattern requirements, they were encouraged to use fresh fruits and vegetables, address the dietary guidelines striving for 700-750 calories per lunch, maintain 30 percent or less calories from fat, and 10 percent or less from saturated fat. Food costs were kept below \$.90 per plate. All chefs made use of available USDA commodities.

Nancy found four area chefs willing to meet this challenge. The entrees served included spaghetti with Italian marinara sauce, barbecued turkey patty, turkey and cheese enchilada,

turkey shepards pie, and chicken primavera. The interaction of the chefs with the school food service staff resulted in the introduction of different techniques, short cuts and more efficient production. It also resulted in an increased use of herbs and spices.

Student participation increased an average of 9 percent during this time period. The program was also very popular with the adult staff of the schools. The project was covered by local newspapers resulting in positive publicity for the Hampton School Lunch Program. Some lasting relationships were built between the participating chefs and the school food service staff. Each group gained a new respect for the work performed by the other.

**Program size: Enrollment - 1,211;  
ADP - 621**

**Contact: Nancy F. Stiles, Director  
of School Food Services  
Marsden Elementary School  
4 Marsden Way  
Hampton, NH 03842  
Telephone (603) 926-9826**

## Innovative Cafeteria Practices

### *Licking Heights Local School District*

*For innovative efforts in overcoming equipment and time management problems by changing the procedures of the food service program without an increase in manpower.*

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#### Midwest Region

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Summit Elementary School in the Licking Heights Local School District, like many schools built as a part of a district complex, does not have its own kitchen or cafeteria. Elementary students previously had to walk across two driveways, often in inclement weather, to eat their lunch in the high school cafeteria. Realizing this was not the best plan for the students, the food service department began to bring pre-trayed lunches to the elementary school, where students ate lunch in their classrooms.

Later, the food service department and Summit Elementary staff were concerned that providing students with meals in their classrooms did not promote school unity and the "family" atmosphere that they felt was an important aspect in the development of their students.

After much planning and discussion, it was decided that two serving lines could be established in the gymnasium utilizing existing food carriers that had been purchased several years before for transporting food to a distant elementary kitchen in the district. The equipment, removed from storage, was

in mint condition and perfect for bulk transporting lunch food to Summit Elementary, allowing two cooks to serve high quality food to the students. The new system has received praise from students, staff, administration, and parents alike.

Another innovative practice Summit has employed is enlisting first and second graders in the planning of their lunch menus. The children learn the meal pattern requirements and select from a variety of choices. They are very proud to be a part of the decision making process.

The persistence and creativity of Summit Elementary Food Service Staff and students has lead to a consistent increase in participation over the past two years.

**Program size: Enrollment - 997**

**Contact: Pat Sagar, Food Service Director  
Licking Heights Local School District  
6539 Summit Road S.W.  
Summit Station, OH 43073  
Telephone (614) 927-6926**

## Innovative Cafeteria Practices

### Missoula County High Schools

*For working to satisfy mobile open-campus high school students by incorporating quality, atmosphere, presentation, and nutrition to popularize school lunch.*

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#### Mountain Plains Region

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Since there are many fast-food restaurants near the four open-campus high schools and it's not "cool" to wait in line, Missoula created multiple serving lines to increase participation with faster service.

Missoula felt it was important to use quality ingredients and spend more time on the center of the plate than on desserts. They offer choices of fresh or canned fruit and raw or hot vegetables to supplement the chosen entree. A large variety of school-baked products, bagels, juices, sandwiches, and pizza attract independent thinkers who want to be in control to the a la carte line.

A food court atmosphere was created to compete with nearby fast-food spots using colorful awnings in school colors or hand-painted plexiglass signs above lines. Other promotions included *Sunrise Sensations* (grab-and-go complete breakfasts); high-carbohydrate low-fat choices for athletes; special events such as barbecues; contests for "elegant lunch for four" in a private room; free lunch coupons in registration packets for freshmen; and appearances of local radio disk jockeys during National School Lunch Week.

Extended serving times have been successful. One high school has a *Snack Shack* open from 7:15 a.m. to 10 a.m., with breakfast served until 9 a.m. Another has a 10-minute break each morning, when students can come into the cafeteria for breakfast or an a la carte snack.

In 1986, food service at Missoula began to lose money due to increased labor costs, proliferation of fast-food competition, a national trend toward leaving school at lunchtime, and increased competition within school from vending machines for student dollars. For two years, they have undertaken a campaign to get the students back. In school year 1993-94, lunch participation increased by 3 percent over the previous year and breakfast participation increased by 82 percent.

**Program size:** ADP - 333  
(Breakfast); 838 (Lunch)

**Contact:** Barbara Oehl, Food  
Service Director  
Missoula County High Schools  
915 South Avenue West  
Missoula, MT 59801  
Telephone (406) 728-2400

## Innovative Cafeteria Practices

### *Palm Beach County School District*

*For outstanding effort in promoting school food service by transforming lackluster cafeteria operations into dynamic award-winning Energy Express Cafes.*

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#### Southeast Region

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Mrs. Joy Miltenberger, President and Chief Executive Officer of the nonprofit *Energy Express Cafe* corporation, has created a flashy corporate identity that appeals to its customers. The program has made an impact, especially at the secondary school level. Overall program participation has increased 3.7 percent, and a la carte sales have risen from \$2.8 million to \$3.8 million.

*Energy Express Cafe's* mission is "to provide a nutritious meal service program which is excellent in customer service, appearance, and quality." Some of the ways they do this is through customer service and appearance. Customer service is achieved by asking for feedback from customers, parents, and principals through comment and evaluation forms. *Energy Express Cafe* club advantage cards are made available, providing discounts on school food purchases as well as at local restaurants. The Cafe also offers three choices of reimbursable lunches "to go", promotes a la carte value packages, and sells gift certificates and coupons good for free treats.

The appearance of the *Energy Express Cafe* is important. The Cafe has created

its own brand identity. A neon turquoise and hot pink corporate logo is used on signs, cups, plates, napkins, uniforms, business cards, and personalized stationary for management.

Standardized recipes ensure consistency at each of the locations, and quality control is ensured by food preparation and product preparation courses developed by Mrs. Miltenberger's staff.

Mrs. Miltenberger has shown that school food service can outshine food service management companies if staff have enough desire and energy. The Palm Beach County School Board has created a list of available marketing materials for those school food authorities who want help to start a similar program.

**Program size: Enrollment - 121,684; ADP - 62,452 (Lunch)**

**Contact: Joy Miltenberger,  
President and CEO  
Energy Express Cafe  
7061 Garden Road  
Riviera Beach, FL 33404-4906  
Telephone (407) 881-4650**



## Innovative Cafeteria Practices

### *Prescott Unified School District*

*For excellence in creating a more positive image of school food service and increasing participation.*

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#### Western Region

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The Food Service Director of Prescott Unified School District believes in implementing marketing expectations into the daily operation activities of all staff, because marketing lunch is as important as making lunch. On the district level, the plan calls for consistent, integrated use of a logo and media messages. This required the adoption of the "Mouse Kids" as a logo, an upgraded menu format, and learning the art of news releases. The community, parents, faculty, and staff were the targeted market.

At the site level, students are the primary target and the objective is simple; fun promotions are designed to increase participation. Site level expectations call for each elementary school manager to plan and conduct a minimum of one major promotion each semester and to participate in at least four other promotions throughout the year, a minimum of six promotions during the school year.

The District food service staff are divided into teams with two persons on a team; and each team chooses a month and date for conducting a promotion. Two months prior to the date, the team meets with the food service director and discusses the

critical areas such as decorations needed and menu recommendations. A promotion planning form is used to insure follow-through. One month prior to the event, the promotion is presented at a production/service meeting; and any site manager who wants to participate requests a promotion packet. The total planning time averages three hours; costs for decoration and supplies average \$20.00.

Site managers develop promotions around school activities and State and National events. Eating right is fun for the students in the Prescott Unified School District! The Mouse Kids (Clem and Sam) talk to the children about nutrition through the *Lunch Times*, a publication that informs students and their parents about food and nutrition. After a very popular week-long dinosaur extravaganza, the children even knew what dinosaurs ate for lunch!

**Program size:** ADP - 1,641

**Contact:** Cathy Getz, Food Service Director

**Prescott Unified School District**  
**146 South Granite Street**  
**Prescott, AZ 86303**  
**Telephone (602) 717-3232**

## Innovative Cafeteria Practices

### *Union Parish School Food Service*

*For implementing a five-year team development plan which has resulted in a more effective school food service program.*

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#### Southwest Region

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Efforts to increase high school participation had failed to yield sustained gains prior to 1990. Analysis of the problem indicated that employees lacked clear program goals and a feeling of program ownership.

In the summer of 1990, the School Food Service Supervisor implemented a five-year team development plan to gather input on program practices, to formulate program goals, and to establish better working relationships among employees.

During the first year, the school food service core group (consisting of cafeteria managers, the program bookkeeper, and the supervisor) focused on unity and group support. At least once each month they met to focus on developing camaraderie. The next two years centered on activities which brought school principals and the superintendent into the group and made them feel like a vital part of the team. Beginning in 1991-92, each principal-manager partnership set a yearly goal for participation. Two partnerships achieved their goal in 1992 and seven partnerships achieved their goal in 1993! Phase four of the team-building

effort included school food service technicians in 1993-94.

A school food service team has been developed that has become goal oriented, learned to work together, acquired ownership and pride in school food service, increased participation in both breakfast and lunch, and achieved recognition by their peers for outstanding performance.

**Program size: ADP - 2,906**

**Contact: Robbie M. Alford,  
Supervisor  
Union Parish School Food Service  
P. O. Box 308  
Farmerville, LA 71241  
Telephone (318) 368-9715**



## **School Breakfast Program Expansion**

*The nominees in this category are being recognized for their efforts in marketing their breakfast programs.*

## School Breakfast Program Expansion

### *Anaheim Union High School District*

*In recognition of the Food Service Department's success in implementing the breakfast program in elementary schools.*

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#### Western Region

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The elementary schools in the Anaheim City School District did not have breakfast programs until 1991, but by the end of the 1993-94 school year, 12 schools offered breakfast, serving approximately 2,000 students every morning.

Anaheim Union High School District converted from being the vendor of meals to the elementary schools to assuming operational control of the programs in the fall of 1991. Two marketing concepts were used to fuel the breakfast expansion:

- Working with a graphic artist, the Food Services Department developed a departmental logo, *Club 1-2-1*. The artist used the theme to design a breakfast pyramid and coloring book for the breakfast program.
- The second concept consists of three grade-sensitive lesson plans pointing out the importance of breakfast and appropriate menu choices. On special-event days, all students and teachers are served breakfast at no cost in their classrooms; while the

children are eating, the teacher delivers the lesson.

Besides the obvious benefits of children eating breakfast, the food service director reports that every school site where breakfast is offered generates significantly more revenue and retains more net revenue than schools not offering the program. The marginal cost of breakfast is far less than lunch, requiring less labor relative to income.

**Program size: Enrollment - 22,205**

**Contact: Barry Sackin, Food Service Director  
Anaheim Union High School District  
501 Crescent Way  
P.O. Box 3520  
Anaheim, CA 92803-3520  
Telephone (714) 999-3560**

## School Breakfast Program Expansion

### *Central Falls School District*

*For innovative and creative efforts to promote the School Breakfast Program in the community and to increase breakfast participation at school.*

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#### Northeast Region

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The Central Falls School Department has formed a partnership with community leaders, businessmen, and academicians to eliminate childhood hunger in the city. The partnership, called *Kids First*, has a primary goal of offering school breakfast and lunch to every eligible child in Central Falls, while minimizing barriers to participation. Members of *Kids First* include: Channel One, YMCA, Center for Children at Risk, Hasbro Toy Company, City of Central Falls, the Central Falls WIC Program, the Central Falls Housing Authority, Tufts University, the Rhode Island Department of Education, and the Central Falls School District.

A Breakfast Club was developed in the six elementary schools in early 1993. The Breakfast Club offered information, activities, and special incentives to all children participating in school breakfast. Among the incentives given were pencils, coloring sheets, crayons, and paper toys.

Principals reported that the program was easy to implement and fun for the children eating breakfast. On the days

that incentives were offered, participation increased 61 percent. In June of 1993, in schools where no incentives were offered, participation dropped off an average of 5.5 percent. Principals expected this drop because longer, warmer days tend to keep children on the playgrounds in the morning. In schools where incentives were offered, breakfast participation actually increased an average of 28 percent during the month of June. The incentive program continued through school year 1993-94 but its success has not been monitored as carefully since June 1993.

The average cost of the incentives was \$0.12, with a range of \$0.04 to \$0.19. A total of 1,038 token incentives were distributed. The cost per child added to the program was \$0.33.

**Program size: Enrollment - 2,528;  
ADP - 413 (breakfast)**

**Contact: Maureen Chevette, Ed.D.  
Superintendent of Schools  
Central Falls School District  
21 Headley Avenue  
Central Falls, RI 02863  
Telephone (401) 727-7700**

## School Breakfast Program Expansion

### *Granite School District*

*For expanding breakfast from a seven-school pilot program to nearly 40 percent of the district's elementary schools with a goal of impacting classroom learning ability.*

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#### Mountain Plains Region

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The Granite School District Board of Education wanted to improve students' test scores. With the primary goal of increasing classroom learning/concentrating levels, the board chose, in March 1993, to pilot seven elementary school breakfast programs. A secondary goal stressed providing a quality meal within a financial break-even point.

After 3 months, the reaction was so good that the board voted to expand further; 12 more schools were added, and another five will acquire breakfast programs in the fall. This will make Granite breakfast programs available in nearly 40 percent of all elementary schools. The district expects to serve approximately 300,000 meals this year—more than **nine times as many as last year**.

Criteria used to select the original seven pilot schools included:

- a large number of free and reduced price lunch participants;
- test scores below the district average;
- desire of the school principal to participate; and

- balanced demographics (east/west, traditional/year-round, large/small schools).

Since the expansion, principals have noted better classroom behavior, fewer discipline referrals, greater attention span, higher energy level, improved attendance, and no resistance from groups or individuals.

**Program size: ADP - 1,900 (breakfast)**

**Contact: Robert D. Ward, Food Service Director  
Granite School District  
3180 S. Eldredge Street  
Salt Lake City, UT 84115  
Telephone (801) 481-7175**

## School Breakfast Program Expansion

### *Keystone Elementary School*

*For implementing a Universal School Breakfast Program in the classrooms which resulted in the increase of breakfast participation by 95 percent at the school.*

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#### Southeast Region

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In the 1970's, Keystone Elementary was the first school to offer a breakfast program in Johnson City. It was started to meet the needs of a high-risk group and it had the highest breakfast participation in Johnson City, serving almost 50 percent of the students. However, the Keystone faculty felt enough was not being done by the Food Service Department to meet the nutritional needs of the students where 96 percent of the 340 students were eligible for free and reduced price meals. In the summer of 1991, the Food Service Director and principal agreed to pilot a universal breakfast program to be served in the classroom as the first activity of the school day. Teachers would use this breakfast time to grade papers and monitor the breakfast. The breakfast would be served at no charge to all students.

The food service personnel packed one breakfast per student in baskets and delivered these to the classrooms. The menu consisted of bowl-packed cereal, milk, individual juice, and another bread item. Teachers monitored the selection of the appropriate components and tallied which students participated and entered the tally into the computer.

Reimbursement was calculated based on the students approved status of free, reduced, or full price.

Before the implementation of the universal breakfast program, participation was at 47 percent, and attendance was 94 percent. At the end of the 1993-94 school year, participation jumped to 95 percent (up 48 percent) and attendance to 97 percent (up 3 percent). Tardiness also decreased because children knew if they were late for school, they would not get a breakfast. Teachers felt that behavior problems became almost nonexistent in the morning due to children eating a healthy breakfast. Achievement test scores improved for a tracked sample in reading (up 15 percent), math (up 17 percent) and language (up 28 percent).

**Program size: ADP - 1,000  
(breakfast)**

**Contact: Karen J. McGahey,  
Director, School Food Service  
Johnson City Schools  
P.O. Box 1517  
Johnson City, TN 37605  
Telephone (615) 434-5228**

## School Breakfast Program Expansion

### *Pace High School Brownsville Independent School District*

*For providing a free breakfast to all students, which has resulted in significantly increased participation and improved student test scores.*

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#### Southwest Region

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Prior to implementing "Breakfast-In-A-Bag," participation in the School Breakfast Program (SBP) was extremely low. Reportedly, implementing "Breakfast-In-A-Bag" has resulted in a 499 percent increase in SBP participation.

During the 1993 summer school session, students arrived at school and went directly to the classroom, many without having had their breakfast. The school decided to take breakfast to the students. Bagged breakfasts were taken to the children as they got off the bus. According to school officials, students were more attentive, had improved attendance, and showed fewer discipline problems.

The success of the program encouraged the school to implement "Breakfast-In-A-Bag" during the regular school year. Bagged breakfasts are carted into each classroom. Along with the breakfast foods, the students are provided with nutritional information and the daily school newsletter. Students consume breakfast while listening to announcements and working toward the Texas Assessment of Academic Skills (TAAS).

The school district initiated this program without charge to students, through U.S. Department of Agriculture's Special Assistance Provision 2.

The program has proven cost effective and efficient. Teachers, administrators, food service staff, and parents are in full support of the program. In addition to increasing participation in the SBP, the school has seen a significant gain in TAAS test scores since implementing the program.

**Program size: Student ADP -  
32,438**

**Contact: Mrs. Dora Rivas,  
Administrator for Food Services  
Pace High School  
Brownsville Independent School  
District  
1888 E. Price Rd.  
Brownsville, TX 78521  
Telephone (210) 548-8450**





**National  
Winner!**

## **School Breakfast Program Expansion**

### *Richmond Public Schools*

*For actively promoting the School Breakfast Program throughout the district, resulting in increased participation and greater awareness of the importance of breakfast.*

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#### **Mid-Atlantic Region**

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Communicating that eating breakfast has a direct effect on student learning has been the emphasis this year for Beverly Lowe, Food Service Director of Richmond Public Schools Food Service.

With the support of the Deputy Superintendent, the year began with three breakfast workshops for principals. These workshops produced a working plan to actively promote breakfast by developing monthly themes. Food service managers set achievable goals for breakfast increases.

With a result-oriented workplan in place, the school food service staff set the wheels in motion for a year long goal of increasing awareness of and participation in breakfast at school.

In September, promotions included Sticker Day with Toucan Sam, free bookmarks for all customers, and lucky tray days. The highlight of the month was the first Community Breakfast, where all members of the local community were invited to participate in eating a wholesome, nutritious breakfast.

October addressed the topic "Why Your Child Should Eat Breakfast". The month also began the monitoring of "When Will We Reach Our Breakfast Goal". Also, Food Guide Pyramid artwork was developed to reinforce the importance of following the Dietary Guidelines for Americans.

Another favorite promotion came in March. National Breakfast Week featured Lucky Tray Days; Treat Your Principal, Nurse, or PTA President to Breakfast; and a Name That Dinosaur contest.

The extensive promotional and educational effort to increase breakfast participation district-wide resulted in 33,382 more breakfasts served from September through March.

**Program size: ADP - 7,148  
(Breakfast)**

**Contact: Beverly Lowe, R.D.,  
Director of Food Services  
Richmond Public Schools  
Food Service Department  
301 North Ninth Street  
Richmond, VA 23219  
Telephone (804) 780-7737**

# School Breakfast Program Expansion

## *Southern Local Schools*

*For excellence in increasing participation in the  
School Breakfast Program.*

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### Midwest Region

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Southern Local Schools' Food Services Division has been studying and improving the breakfast program for the district over the past two years. Their efforts have been devoted to making the entire community more aware of the importance of breakfast, and marketing schools as a great place to get a good breakfast, ultimately improving student's health and well-being through good nutrition.

Nutrition education and marketing of breakfast was accomplished by the school food services staff through a series of special events. At the dedication of the new school building in August, the booklet *Breakfast is For Everyone* introduced students and parents to the School Breakfast Program. A letter was also distributed to students to take home to read with their parents. On the first day of school, a morning break was given to all elementary students as a class, where they gathered in the cafetorium for morning snacks and orange juice. This was a tremendous help to the breakfast program.

Southern Local also sponsored numerous activities to commemorate School Breakfast Week. Each morning, breakfast facts and trivia questions were

announced and students were chosen to answer the trivia questions. The correct answers were announced during lunch. District personnel, teachers, food service advisory committee members, support staff, and bus drivers were invited to join in the festivities. Students were asked to make and wear badges showing support for school breakfast. The students who created badges were awarded special prizes during lunch. Winning entries from the badge contest were also displayed. There were flyers promoting school breakfast distributed at a Health Fair in the school district.

Through the combined efforts of district administration, food service management, teachers, and staff, Southern Local School District has seen a 67 percent increase in participation in the last school year.

**Program size: ADP - 289  
(Breakfast)**

**Contact: Carol Spangler,  
Superintendent  
Southern Local School District  
10390 State Route 155  
Hemlock, OH 43743  
Telephone (614) 394-2402**





